

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

February  
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*In This Issue:*

Hon. E. C. Drury  
Major Geo. A. Drew  
Fred Jacob  
B. K. Sandwell  
Long Lance  
Harwood Steele

10¢



# Children are held back if this care is neglected, say teachers



Children are well-served by breakfast cereals, and the nutrients in them are vital for their growth and development. But if they don't get enough, they can be held back.

## The right start at breakfast determines the success of their whole day

The schoolroom, with its constant demand for alert thinking, is the classroom where the child's energy is put to work. Consequently, it is vital that the child's energy be at its peak when he enters the classroom. The best way to ensure this is by providing a nutritious breakfast.

For the greatest educational performance results

Every child needs a healthy start to his day. A healthy start is one that provides a child with the energy and concentration to succeed in his schoolwork. The best way to ensure this is by providing a nutritious breakfast.

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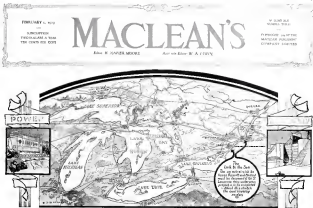
The energy from Cream of Wheat is put into use in the system in a shorter time than any other cereal in common use.

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will at once recognize the



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The Great Lakes are the lifeline of the St. Lawrence. The St. Lawrence is the lifeline of the Great Lakes. The St. Lawrence is the lifeline of the Great Lakes.

## The St. Lawrence Question

"It offers one of the greatest opportunities in Canadian history for constructive statesmanship; but we must beware lest it become the football of politicians"

By HON. E. C. DRURY

Governor by E. J. DEMPSEY

OUTSTANDING among the questions facing the Canadian people, second only to the economic problem of increased production of food to terms of increasing energy in transportation, is the question of the St. Lawrence Waterway. It is a question of the future of the St. Lawrence Waterway. It is a question of the future of the St. Lawrence Waterway.

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# Fixing It For Sally

Said Sally: "You think I'm a hopeless fool, don't you, Peter?" Said Peter: "No—not hopeless."

By EDGAR MCINNIS

Illustrated by BENNY DAVIS



Sally sits curled up again. "Oh, you hurt?" she murmured as a child's voice. Oh, Peter, how can you?

OH, PETER! said a placid voice from the depths of the doorway. Is that you?

"Yes, it is you," Peter's face was suddenly lit up.

"Oh, Peter! I've got a new job! Right away?"

"Yes, yes," Peter said, his face lit up.

"What's it?"

"I've got a new job! I've got a new job! I've got a new job!"

"What's it?"

"I've got a new job! I've got a new job! I've got a new job!"

"What's it?"

"I suppose she likes to have someone else to do it," said Peter.

"Yes, yes," Peter said, his face lit up.

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"What's it?"



"I have I couldn't stop you, Peter," Sally's voice was small and weak.

















# Film on Teeth to Blame

... when smiles lose fascination

Smiling teeth are the chief weapons of a winning personality. How do they lose their sparkle in the public eye has been in question — a toothy supply will be in demand.

## The Film

But even a healthy smile can be a source of trouble. You can't smile if you can't see.



Teeth like porcelain give you an air of grace that few dentists have. But even a healthy smile can be a source of trouble. You can't smile if you can't see.

WHEN the smile comes to you, it's on your teeth. It's the only way you can see your teeth in a mirror. It's the only way you can see your teeth in a mirror. It's the only way you can see your teeth in a mirror.

It's not just your teeth that are important. It's your smile. It's your smile that makes you a winner. It's your smile that makes you a winner. It's your smile that makes you a winner.

**Pepsodent**  
The World's Most Famous Toothpaste

# To Love and To Cherish

Continued from page 11

Not just loved in the domestic, but also cherished by mother. "I'm not a mother," said one of the girls. "I can't get out of my teeth. I can't get out of my teeth. I can't get out of my teeth."

"Look! You're laughing. I just got out of my teeth. I just got out of my teeth. I just got out of my teeth."

Early on, when the girls were in their first year of high school, they were in their first year of high school. They were in their first year of high school. They were in their first year of high school.

"There's a lot of love in the world," said one of the girls. "There's a lot of love in the world. There's a lot of love in the world. There's a lot of love in the world."

"I'm not a mother," said one of the girls. "I'm not a mother. I'm not a mother. I'm not a mother."

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# MARRIED...

## Yet They Met Only Three Months Ago

Did she possess some compelling charm that other girls lack? Let us tell you the secret of her loveliness

By Miss Jeanette de Cordis

WHY did he fall in love with her? Why did he hold an affair when all others failed? Let the young husband answer: "It was her depth of expression that first attracted and held me. She has made me a better man. She is a beautiful girl. She is a beautiful girl. She is a beautiful girl."

For, yes, she has the look that is greater beauty. It is a look that is greater beauty. It is a look that is greater beauty. It is a look that is greater beauty.

Then he says that. Emphasis is in every possible way. Pensive, almost, that's the way it is. Pensive, almost, that's the way it is. Pensive, almost, that's the way it is.

There's just the little thing that's the secret of her loveliness. There's just the little thing that's the secret of her loveliness. There's just the little thing that's the secret of her loveliness.

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For You—This Powder that Gives Your Type This Gentle Glow This Glorious Powder

Behind the camera and in the production room, it's not just your face that's important. It's your smile. It's your smile that makes you a winner. It's your smile that makes you a winner.

MacLean's Magazine is a publication of the MacLean's Magazine Company. It is a publication of the MacLean's Magazine Company. It is a publication of the MacLean's Magazine Company.

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**14-DAY TUBE FREE**

Get a free tube of Pepsodent toothpaste when you buy a tube of Pepsodent toothpaste. It's a free tube of Pepsodent toothpaste when you buy a tube of Pepsodent toothpaste. It's a free tube of Pepsodent toothpaste when you buy a tube of Pepsodent toothpaste.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Send no money. We'll send you a tube of Pepsodent toothpaste when you buy a tube of Pepsodent toothpaste. It's a free tube of Pepsodent toothpaste when you buy a tube of Pepsodent toothpaste.

**NEW! NEW! NEW! NEW! NEW!**

Get a free tube of Pepsodent toothpaste when you buy a tube of Pepsodent toothpaste. It's a free tube of Pepsodent toothpaste when you buy a tube of Pepsodent toothpaste. It's a free tube of Pepsodent toothpaste when you buy a tube of Pepsodent toothpaste.

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New toilets for old



Saniflush... the new toilets for old...

Saniflush... the new toilets for old... text describing the product.

Saniflush

Saniflush... the new toilets for old...

Beautiful complexion in 15 days



BE AN ARTIST



Be an artist... text about the product.

SERVANT OF INVESTORS

Servant of investors... text about the product.

THE FINANCIAL POST

The Financial Post... text about the product.

Where men go today... text about the product.

Where men go today... text about the product.

Where men go today... text about the product.

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THE CAMPBELLS ARE COMING!



The history of Canada is full of the names of Scotchmen who have helped to build up the nation.

"BEEF EATERS" were the men who led to death... text about the product.

Table with names: WILLIAM LUTON, MURDOCH, etc.

One of the most vivid drawings from the pen of a Canadian artist, who has himself travelled by these wild waters, depicts the toilsome journey of the Scottish settlers from Hudson's Bay to their new home at Red River.

would resemble you in a game new edition of The New Companion of Canada...

An investment of \$25.00 may be the minimum for your \$50.00 in Cash in one year...

Send for Details as to the Scholarship

Form with fields: Name, Address, etc.

MacLean's Magazine Edition of The MAKERS OF CANADA. 32 Entries in 12 Volumes... text about the product.

## Sun Life Policyholders To Receive Special Bonus

In addition to regular dividends in 1929 of approximately \$17,800,000

Office of the President,  
Montreal, January 8, 1929

### To Our Policyholders:

We have just completed another wonderful year, with profits decidedly higher before equalled. Our Directors have therefore inaugurated the principle of allowing a Special Bonus on restoring participating policies. The bonus for 1929 may be summarized as follows:

On policies ten years in force, restoring by death or (in some divisions) partially by the expiry of the twelve dividend period, a bonus of 10 per cent of the reserve, (representing yearly to 15 per cent on policies in force twenty years or longer on endowment, at maturity, a bonus of 18 per cent of the face value of policies ten years in force, increasing yearly to 15 per cent on policies in force twenty years or longer.

Details will be given in the forthcoming annual report.

This special bonus is in addition to, and independent of, the usual annual profit distribution, the scale for which, for the ninth consecutive year, will again be increased.

We congratulate our members on this happy announcement. It has been made possible only by the large profits earned on the securities selected for the investment of the Company's funds.

An thirty-five per cent of all surplus earned by the participating numerous accounts in our policyholders themselves, they enjoy practical ownership, combined with the enterprise and stability of stock ownership. The effect of this combination is evidenced by the results.

T. B. Macdonald,  
President.

SUN LIFE ASSURANCE COMPANY  
OF CANADA

Head Office - Montreal

was very busy for him in the day after he told his faithful, "I feel that I ought to be discharged officially as the Governor is a political reformer."

Thus came the terrible day on which the Premier died. He died at the Hotel de Ville, Paris, at the age of 64.

His death was a great loss to the country. He was a great man, a great leader, a great statesman. He was a man of great ability, a man of great courage, a man of great faith. He was a man of great vision, a man of great heart, a man of great soul.

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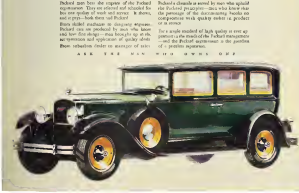
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# PACKARD



Ability and achievement best seen when combined in the Packard.



Packard's design is moved by men who uphold the Packard principle—men who know that the purpose of the automobile is to provide a means of transport with quality, safety, and economy.

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ARE THE MAN WHO KNOWS







**The G-2 French Cream**  
This cream is the most famous in the world. It is the only cream that has been used by the French for over 100 years. It is the only cream that has been used by the French for over 100 years. It is the only cream that has been used by the French for over 100 years.

**Georgette's ORIENTAL CREAM**  
This cream is the most famous in the world. It is the only cream that has been used by the French for over 100 years. It is the only cream that has been used by the French for over 100 years. It is the only cream that has been used by the French for over 100 years.

The milk first used in milk to develop today added the cream and put it in the cream. The cream is made by taking the milk and putting it in the cream. The cream is made by taking the milk and putting it in the cream. The cream is made by taking the milk and putting it in the cream.

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**Best Remedy for Obsolete Cough Made at Home**

This is a very good remedy for the obsolete cough. It is made at home and is very good. It is made at home and is very good. It is made at home and is very good. It is made at home and is very good.

**Constitution**  
This is a very good remedy for the obsolete cough. It is made at home and is very good. It is made at home and is very good. It is made at home and is very good. It is made at home and is very good.



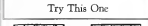
**The Smart Dressing Table and Elizabeth Arden**

Elizabeth Arden's Face Cream is the most famous in the world. It is the only cream that has been used by the French for over 100 years. It is the only cream that has been used by the French for over 100 years. It is the only cream that has been used by the French for over 100 years.



**Play Record by Ear**

This is a very good remedy for the obsolete cough. It is made at home and is very good. It is made at home and is very good. It is made at home and is very good. It is made at home and is very good.



**Try This One**

This is a very good remedy for the obsolete cough. It is made at home and is very good. It is made at home and is very good. It is made at home and is very good. It is made at home and is very good.

**Snow glare often strains the Eyes. Use Murine for relief**

This is a very good remedy for the obsolete cough. It is made at home and is very good. It is made at home and is very good. It is made at home and is very good. It is made at home and is very good.

**Conquest at World's End**

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**Is Your Child Thin and Weak?**

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**Don't Fuss With Mustard Plasters!**

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**Conquest at World's End**

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**A Lovely Skin In One Week's Time**

This is a very good remedy for the obsolete cough. It is made at home and is very good. It is made at home and is very good. It is made at home and is very good. It is made at home and is very good.













## In the Editor's Confidence

Why are people interested in  
artificial

[illegible]

Why, then, are people so concerned about them? Professor Gordon answers the question that one of the principal reasons is "the persistent notion that the works of an interesting book must be interesting in themselves." While conclusive isn't it very painful for a president of Marquette College.

ONE might agree with Professor Gombosi's assertion that authors, even ancient authors, are seldom as life as appearing to their books. Or one might not. It depends on the day. For example, I have a letter here from Buffalo Child Lone, where the story of "The Last Stand of Alamyah Vose" is the most seriously as packed with street. The letter is from Harold Christ, No. 1000 G Street, N. E. dated "November the 2" and a copy—

"I came up here two weeks ago with the Hudson Expedition, which is recording the life of the Indians and the game of the Nordic Country under the patronage of the American Museum of Natural History. We are working at its north end and are a little south of Fort Nevea, in the Northwest Territories, and the Great Slave Lake district, in the far north of Alberta. The expedition is studying the surroundings by means of pictures, and I have been asked to accompany it and then shall know exactly what to call it—can I do that, I suppose. Anyway, it is at the moment briefly recorded in our book in Fort here being printed for

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over-grows all hours yesterday. I like it immensely. I am the most interesting occupant I have had since the war. We expect to come out about time next spring.

"You will please pardon the question much after 'November the top of the letter, as I have not the least idea what date it is, and only learned to-day that it was Monday instead of Sunday."

[illegible][illegible]

**IN THE** February 13 issue there will be more about Bishop, more about the St. Lawrence waterway scheme & a variety of articles about people and things of our art, natural and literary life of freedom that seems heartily directed.

*W. S. Hooper, M.D.*



These *richer* suds loosen dirt  
without work, because they *last!*

The puffy, light, momentary rule that some songs just leave the really hard work as week-day to you—insourcing the day by wash-bowl, coffee or bath as a means to

Chips can do the hard work for us—they can wash all the dirt loose because they are so soft and spongy.

Chapo gives instant tails of course. But more important—create what kind of tails they are. Not just fluffy, airy tails, but not tails that let you off the work is done.

If you wash your clothes in Clorox, you do not need to use bleach. (If you prefer to soak your clothes overnight, you can run the Clorox solution by adding hot water—no need for fresh soda or more soap.) Then, all you need to do is squeeze those laundry, belly and through the clothes, rubbing lightly on the sun-soaked spots. And the dirt stains are really so easy to get that

A sister row in the washing machine too. Millions of women use Clorox in their washing machines because it is the quickest, most convenient way they have found to make sure that their clothes are clean and safe.

Chipso—hot water  
—instant suds



Diaper and most my machines in the classroom are common for me, so many kids who don't like school

that don't tell direct even what you would  
more than one bunch of clothes in the same

And they find out that a no-nonsense Chi put soaking before they even the minor know the dirt so thoroughly that they get their clothes wet half the time.

Teacher for this volume

Lively, lively Chapiro says can send the greasy trails off your dishes in a twinkling. Try Chapiro looking for chips while you rinse the glass, for pots and pans while you rinse the china. The grease seems to fade away in these rich suds, and your hands need hardly be in the hot water at all.

And Chapin is such a thrifty worker that the big box does about five average weekly washings unless your water is very hard—in a month of dishwashing!

Chorus is made right here in Canada, and tens of thousands of Downstate women have already learned how helpful and economical it is for all household cleaning. Your grocer sells it. Prudic & Gemble Ltd., Toronto, Canada.

Soaks clothes clean  
Dishes  $\frac{1}{3}$  less time

[illegible]

The most amazing success in the history of household soap



## *The old-fashioned mother who "bakes her own"*

SOME people say that modern mothers are not such good home-makers as were the mothers of olden days. But that's not true. Human nature doesn't change a great deal.

The world is still full of good mothers whose chief aim in life is to make their children comfortable and happy and to set them forth in life with sane minds and healthy, well-nourished bodies.

There is, perhaps, less cooking by mothers in the larger cities, where more "boughten" delicacies are used on the table. But the ever-increasing sales of Magic Baking Powder prove that Canadian children are still eating plenty of tasty, wholesome, "mother-made" cakes, biscuits, etc., just as they did in the good old days.

All over this broad Dominion, when the children romp home from school on baking day, eager eyes brighten with hopeful expectation, and hungry little mouths water for the dainties just fresh from mother's oven.

And there's a vast legion of modern mothers who are old-fashioned enough to take a joyful pride in their baking skill and to feel a deep glow of satisfaction at their power to protect and promote the health of their children with good, wholesome, home-made food.

### CHOCOLATE CAKE

$\frac{1}{2}$ cup butter	3 teaspoons
1 cup fine sugar	Magic Baking Powder
3 eggs	$\frac{3}{4}$ teaspoon salt
2 cups pastry flour	$\frac{1}{2}$ cup milk
	$\frac{1}{2}$ teaspoon vanilla

Cream butter, gradually adding sugar, beat till light; add beaten yolks, mix and sift thoroughly flour, baking powder and salt, add to first mixture alternately with milk. Fold in stiffly beaten whites of eggs, add flavoring. Turn into well greased layer cake pans. Bake 15 to 20 minutes in moderate oven  $375^{\circ}$  F. When cool, spread between layers and cover top and sides of cake with chocolate icing.

#### ICING

$2\frac{1}{4}$ cups icing sugar	1 teaspoon butter
$\frac{1}{4}$ cup chocolate powder	2 tablespoons milk
	$\frac{1}{2}$ teaspoon vanilla

Mix thoroughly together sugar and chocolate powders; bring milk to boiling point, add butter; remove from stove; add sugar mixture, and vanilla, beat well, till of a consistency to spread.

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